



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 30, 2016

Elisa Estremera
Federal Registration Specialist for,
The Clorox Company
c/o PS&RC
P. O. Box 493
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – To add a new fruit graphic to the product labeling
Product Name: Clorox Everest
EPA Registration Number: 5813-73
Application Date: February 24, 2016
Decision Number: 514503

Dear Ms. Estremera:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Karen M. Leavy at (703)-308-6237 or via email at Leavy.Karen@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Karen M. Leavy Esq,". The signature is written in a cursive style with a large, looping initial 'K'.

Eric Miederhoff
Product Manager 31
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

CLOROX[®] NOTIFICATION

EVEREST

5813-73

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

03/30/2016

ACTIVE INGREDIENT:

Alkyl (C₁₂ 40%; C₁₄ 50%; C₁₆ 10%)
dimethyl benzyl ammonium chloride 0.3%
OTHER INGREDIENTS:..... 99.7%
TOTAL: 100.0%

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional precautionary statements.

[NET] [CONTENTS] _____

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods.

FIRST AID:

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Residential/Household (Refillable bottles)

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Residential/Household (Bottles used to refill trigger)

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial (Refillable bottles)

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial (Bottles used to refill trigger)

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

A list of this product's ingredients is available at www.IngredientsInside.com -or-
A list of [this product's] [**product name**] ingredients is available at [**insert company website**]
-or- For more product ingredient information visit IngredientsInside.com.
Mfd. for & ©YYYY THE CLOROX COMPANY, 1221 Broadway, Oakland, CA 94612
Made in [the] U.S.A. Clorox is a registered trademark of The Clorox Company
QUESTIONS [? -or- OR] COMMENTS? CALL 1-800-227-1860
[or visit www.pine-sol.com -or- www.409.com -or- www.clorox.com]



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [**This Product**]] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

EPA Reg. No. 5813-73

EPA Est. No. 5813-CA-3 (A8 or H8), CA-4, CA-5, GA-1 (A4), GA-2 (VG), IL-2 (VF); 40873-CA-1 (PG); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 71106-GA-2 (E8); 36727-IL-1 (JM)
Beginning of batch code indicates Est. No.



Important Facts:

Bottle made from _____% post-consumer recycled plastic
Contains no phosphorus
Not harmful to septic systems -or- tanks

Packaging Related Statements and Icons:

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

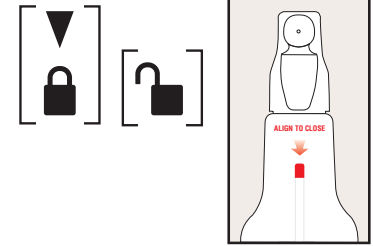
- When almost empty, -or- To spray every drop[,][:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- Spray: Turn -or- Rotate nozzle to ON.

-or-

• [[Easy] Refill [Instructions on [the] Back]]

- Twist off, Refill. Align Tip to Tube.
Push, Snap to Close.

-or-



Optional graphic



Now -and/or- New[!] and -or- & Improved[!] **to be used as a claims descriptor only for the first 6 months of product on shelf**

More Savings [!][,] Less Waste [!] -or- More Savings [!]

- 50% less plastic vs. five -or- 5 32 fl oz trigger sprays (**180 oz bottle**)
- or-
- 55% less plastic vs. four -or- 4 32 fl oz trigger sprays (**136 oz bottle**)
- or-
- 56% less plastic vs. four -or- 4 32 fl oz trigger sprays (**128 oz bottle**)
- or-
- 46% less plastic vs. two -or- 2 32 fl oz trigger sprays (**64 oz bottle**)
- or-
- 28% less plastic vs. one -or- 1 32 fl oz trigger spray (**32 oz bottle**)
- or-
- ___% less plastic vs. (**insert # of bottles**) fl oz trigger spray

TO REFILL SPRAY BOTTLE:

Twist trigger on spray bottle counterclockwise and pull upward to remove. Refill spray bottle. To replace trigger, align red tipped tube on trigger over tube opening inside of the bottle. Press straight down on the trigger until it clicks into place.



Twist off, Refill Align Tip to Tube Push, Snap to Close

Packaging Related Statements and Icons: continued

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

Claims:

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology
- Cleans 40% More Per Spray
- Economy [*insert size 32 fl oz and less*] -and/or- [Size]
- Get -or- Spray Every Drop[!] [™]
- Medium [*insert size 24 fl oz and less*] -and/or- [Size]
- Patented design bottle

- Recyclable bottle
- Small [*insert size 16 fl oz and less*] -and/or- [Size]
- Smart Tube[®] [™] Technology
- Twin -or- Value Pack

↳ experience compared to historical Clorox Spray packaging
 ↳ Based on lab testing [on Kitchen Grease] compared to -or- vs. previous offering

Optional Packaging Recycling Logos:



Optional Fruit Graphics:

OPERATING TRIGGER

To Operate:

[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to “spray” -or- “stream” [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub] [wipe] with [brush,] [paper towel,] [sponge,] [lint-free cloth] or [cloth]]. [Do not breathe spray or mist.]

[[This product] Can be used on -or- won't harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, test small area first. -or- For best results, always test a small area before washing -or- applying.]

Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap from empty bottle.

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer and use as you normally would.

-or-

Unscrew cap and transfer your trigger to this bottle.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

GENERAL/CLEANING/DEODORIZING/NON-PESTICIDAL CLAIMS:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

General: [Household/Kitchen/Bathroom/Floor] Cleaning: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product straight onto soils and wipe clean [with a dry paper towel or lint-free cloth -or- sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

Alternate for Direct Application or Refill Bottle:

Apply this product full strength onto soils and wipe clean [with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag]. Repeat for heavily soiled areas.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel or lint-free cloth or sponge]. -or- Just spray on and wipe off [with a dry paper towel or lint-free cloth or sponge]. No scrubbing or rinsing necessary. For best results, use a dry paper towel or lint-free cloth. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [dirt -and/or- soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

To Clean [Nonporous] Surfaces -and/or- Floors: [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp sponge -or- mop.] [For larger areas, [remove trigger sprayer and] mix one cup of this product per gallon of warm water and apply with a sponge -or- mop.]

To Clean Toilets: To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces thoroughly and flush.

Claims: Non-disinfectancy-related bullets/bursts/sentences:

- 2 in 1 Cleaner & Freshener
 - [3 in 1] [Cleans][,] [&] [Deodorizes][,] [&][Freshens]
 - 4x [Deodorizing] Fragrance [Ingredient]†††
 - 4x Fine -or- Fresh Fragrance [Ingredient]†††
 - 45% More vs. 22 [fl] oz size -or- **X%** More vs. **X** [fl] oz size
 - [400%] More [Fine] Fragrance [Ingredient]†††
 - A better way to clean
 - A better way to keep your -or- my -or- the kitchen looking clean
 - A kitchen that is ready-to-go
 - A polished-clean kitchen
 - All-Spray -or- Easy Spray -or-Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
 - An effective [non-food contact surface] cleaner for use in the kitchen, bathroom, bedroom, and other household areas
 - [Be] [Get] RefillSmart™[!]
 - Bleach Free
 - Can be used diluted for lighter cleaning tasks or full strength for big jobs
 - Can be used for a variety of indoor and outdoor cleaning tasks
 - Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning tasks]
 - Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]‡‡‡
 - Clean up with the one thing that can handle the kitchen
 - Cleaner [for Household Use]
 - Cleans [all] [washable] floors [including] [no-wax floors] [linoleum] [vinyl] [and] [glazed ceramic tile]
 - Cleans everyday kitchen -and/or- bathroom messes
 - Cleans [everyday messes] [grease and grime] throughout the house
 - Cleans [Fast,] [All over the House] [in Kitchens and Bathrooms]
 - Cleans kitchen [and] -or- bathroom surfaces
 - Cleans kitchens to a beautiful shine
 - Cleans soap scum -or- dirt -or- build-up
 - Cleans [surfaces] throughout the house
 - Cleans kitchen -and/or- bathroom -and/or- other household surfaces
 - Cleans the toughest soils
 - Cleans tough [grease] [kitchen] [bathroom] messes [without smearing] [fast]
 - Cleans without bleaching -or- bleach
 - Clear formula
 - [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
 - Contains [more -and/or- powerful] grease cutters
 - Contains no abrasives, harsh acids
 - Contains no bleach -and/or- [dyes] [perfumes] [fragrance] [added colors]
 - Cuts [through] [tough] grease [& -or- and] [grime] [and] [messes] [quickly] [and easily] [without a trace] [of residue]
 - Cuts through tough kitchen -and/or- bathroom grease -and/or- [grime] [and] [soils]
 - Cuts cleaning time
 - Cuts -or- Cleans greasy dirt -and/or- soap scum -and/or- bathroom soils [fast]
 - Cuts -or- Cleans Grime in Kitchens and Bathrooms [Fast]
 - Cuts -or- Cleans Kitchen -and/or- [Bathroom] [Household] [Grime] [Soils] [Fast]
 - Daily kitchen cleaner
 - Deep clean [formula]
 - Deep cleaning [cleaner -or- formula]
 - Degreaser
 - Degreases
- ††† vs. -or- compared to **insert ABN**
‡‡‡[when compared to] [vs.] 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger [spray] in most stores, based on average retail price -and/or- volume

GENERAL/CLEANING/DEODORIZING/NON-PESTICIDAL CLAIMS continued:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- Delightfully Fresh & Powerfully Clean!
 - Deodorizer [for Household Use]
 - Deodorizes [& Freshens] Surfaces & Air
 - Deodorizes -or- Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
 - Deodorizes with [-or- and has] a [clean] [fresh] [pine] scent
 - Deodorizes [washable] hard, nonporous surfaces
 - Developed -or- formulated with your kitchen in mind
 - Dissolves Tough Grime
 - Dissolves Messes On Contact
 - Dye-Free [and Fragrance-Free]
 - Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house]
 - Easy Clean
 - Easy Drop Delivery -and/or- Refill
 - Easy to use
 - [Economy] refill [size]
 - Effectively removes [everyday] soils on: **Table 1 use sites**
 - Eliminates The Toughest Soils The First Time Around
 - [Enjoy] Enhanced Scents & Clorox Cleaning Power – All -or-2 in 1!
 - Fast [Strong] cleaning power
 - Fast action [kitchen] [bathroom] cleaner
 - Fast, easy cleaning solution
 - Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays]§
 - Floor cleaner
 - For a cleaner, fresher household
 - For a Complete Clean that You Can See & Smell
 - For use on both white and colored hard, nonporous surfaces
 - Formula [for bathrooms -and/or- kitchens]
 - Formula fights grease even better
 - Formulated for kitchen messes [-or- all kitchen cleaning needs]
 - Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
 - Fragrance-Free
 - Free of [added] dyes -and/or- [perfumes] [fragrance] [colors]
 - [Free of perfumes & -or- and] Clear of dyes
 - Fresh scent [-or- streak-free] formula
 - Fresh Take on Clean
 - Get a noticeably clean kitchen
 - Glass & Chrome [-or- Surface]
 - Good for everyday cleaning [and] -or- for your -or- my -or- the toughest [household] messes
 - Good for most indoor and outdoor cleaning tasks
 - Grease cutter -or- fighter -or- cutting formula -or- fighting formula
 - [Great] For Everyday Use [in [the] Kitchen[s] -and/or- Bathroom[s]] [All Over the House]
 - [Great] for [the] school[s] -and/or- classrooms -and/or- work -and/or- [the] office
 - [Greater than -or- More than -or- Over] 4x [Deodorizing] Fragrance [Ingredient]†††
 - [Greater than -or- More than -or- Over] 4x Fine -or- Fresh Fragrance [Ingredient]†††
 - [Greater than -or- More than] [400%] More [Fine] Fragrance [Ingredient]†††
 - Hard on Dirt & Grime, Easy -or- Pleasant on Your Senses
 - Improved kitchen formula
 - Improved [-or- Special] [grease fighting] [kitchen cleaning] [formula]
 - Institutional [size]
 - Just spray and wipe
 - Kitchen cleaning done right
 - Kitchen cleaning made easy
 - Last Drop Access
 - Leaves no smeary residue
 - [Leave[s] -or- Leaving Behind] [a] Delightful[ly] Fresh Scent[s]!
 - Leaves your -or- my -or- the home -or- house smelling clean with a [light] fresh [citrus] [lemon] [lime] [mist] [natural] [orange] scent
 - Leaves Your Surfaces Gleaming
 - Longer Lasting Freshness†††
 - Low -or- No filming -and/or- streaking
 - Made for kitchen surfaces and odors
 - Made for your [-or- my -or- the] kitchen
 - Makes your -or- my -or- the [cleaning] job easier [in the] [kitchen] [bathroom] [household] [all over the house]
 - Maximum Cleaning, Minimum Effort
 - More Savings, Less Waste[!]]‡‡
 - Multi-Surface[, Glass, and Chrome]
 - No [Added] Dyes -or- Fragrance -or- Perfumes
 - No mixing
 - No [Unpleasant] [Irritating] Fumes
 - No streaking or filming
 - No Waste -or- Wasteless Bottle
 - Non Chlorine Formula: Will not bleach clothing or colored surfaces
 - Non-abrasive formula [will not scratch surfaces]
 - [Now] Better kitchen cleaning
 - [Now] Cleans even better [on grease]
 - [Now] Cleans without streaks
 - Now [even] tougher -or- better on [kitchen] grease -or- messes
 - Now fights grease better
 - [Now] Great for Kitchens -and/or- Bathroom [soils] too
 - [Now] Great in the Kitchen -and/or- Bathroom
 - Now more -or- Improved grease fighting power
 - [Now] streak-free
 - [Now] Works on Soap Scum
 - One cleaner to get a truly clean kitchen
 - Passes the kitchen torture -or- everyday use test
 - Penetrates & Removes Tough Soils
 - Perfect [Ideal] for [greasy] [tough] [grimy] messes [around your -or- my -or- the [home] [house] [living room] [kitchen] [bathroom] [bedroom]]
 - Perfume-Free
 - Powerful APC -or- All Purpose Cleaner -or- Kitchen Cleaner
 - Powerful Clean, Fun-tastic Scents!
 - Powerful Cleaning Formula
 - Powerful grease cutter
 - Powerful [kitchen] [bathroom] cleaner
- ††† vs. -or- compared to **insert ABN**
‡‡ 40% -or- ___% less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 ___ fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger sprays
§ of this product

GENERAL/CLEANING/DEODORIZING/NON-PESTICIDAL CLAIMS continued:

[Now -and/or- New[!] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- Powerful, Quick & Easy
- [Powerful[ly] Clean,] Delightful[ly] Fresh -and/or- Refreshing Scents!
- Powers through -or- thru [tough] [kitchen] grease -and/or- [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house] [including [kitchen] [grease and grime] [and] [bathroom soils] [such as soap scum]]
- Powers through your -or- my -or- the toughest cleaning jobs
- Prevents odors -and/or- [dirt] [soap scum] [build up]
- [Provide[s]/Providing/The] Incredible Clean[ing] [That] You'd Expect From Clorox.
- Pump spray
- Quickly cuts through the toughest grease
- Recycle bottle
- Removes -and/or- Cleans **soils listed in Table 2**
- Removes -and/or- Cleans [everyday] kitchen messes
- Removes -or- Eliminates odors
- Restores your kitchen to a clean state
- Saves a shopping trip††
- Six -or- 6 month supply[!]]§§
- Smells as Good as it Cleans
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Special [-or- Premium] Surfaces
- Stainless Steel
- Starts cleaning [-or- to work] on contact [-or- instantly]
- [Starts to] Dissolve[s] [greasy] [kitchen] [bathroom] messes [and odors] [on contact -or- instantly]
- [Starts to] Dissolve[s] grease on contact [-or- instantly]
- [Starts to] Dissolve[s] messes [to a shine] [without a trace] [of residue]
- Starts to work before you [even] [do -or- start to] wipe
- Start with a clean slate
- Still great for bathroom -and/or- kitchen soils -and/or- soap scum
- [Still] Great [for] Cleaning Power -or- Kitchens
- [Still] Tough on Greasy Soils
- Streak Free Shine
- Strong [cleaner]
- Strong enough to cut through automotive grease, yet won't harm fabric
- [The] One Step Cleaner
- [The] [Powerful] Scent of Clean -or- Real Clean
- This product's formula cleans
- Tough cleaning with a [bleach-free] [citrus] [fresh] [lemon] [light] [lime] [natural] [orange] scent
- Toughest on grease
- Trigger spray
- True -or- Truly Clean
- Unbeatable [on] grease removal
- Unbeatable on [kitchen] [bathroom] messes
- Up to [a] 30% [discount] [cheaper] [free][!]]‡‡‡
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
- [Value] [multi] [twin] pack
- [Value] [Economy] [Budget] size -or- refill
- Value Pack
- Versatile
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox® -or- about [Clorox® products]]
- Works on a wide range of household surfaces, both indoors and outdoors
- Works quickly

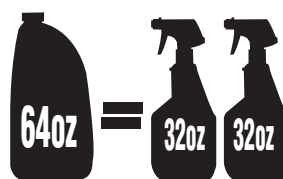
†† [when compared to] [vs.] purchasing one 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger spray

‡‡‡ [when compared to] [vs.] 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger [spray] in most stores, based on average retail price -and/or- volume

§§ based on average volume per month usage cycle

Use Sites:

See Table 1



SCENT DESCRIPTORS:

[Now -and/or- New[!] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- [Citrus] [Lime] Blend -or- Zest
- Clean -or- Soft Cotton
- [Cotton] [Citrus] [Laundry] [Lemon] [Linen] [Pure] [Rain] [Refreshing] [Serene] [Spring] [Summer] [Sun[burst]] Clean
- [Crisp] [Lemon] [Lime] [Natural] Breeze
- Crisp Linen -or- Morning
- Crisp -or- Sunny Citrus
- Fresh [Bleach-free] [Citrus] [Clean] [Cotton] [Lemon] [Light] [Lime] [Linen] [Mist] [Natural] [Orange] [Rain] [Scent]
- Hawaiian Sunshine
- [Laundry] [Lemon] [Ultra] [Watery] Fresh
- Lime Blast
- Mild -and/or- [citrus] [clean] [floral] [fresh] [lemon] [lime] [light] [mint] [mist] [natural] [orange] [pleasant] [pleasing] [powder] scent[ed]
- Morning Dew
- Orange Power
- Original [scent]
- Pacific Breeze and Coconut
- Tuscan Lavender and Jasmine
- With real pine essence -and/or- fragrance

SANITIZATION

[Now -and/or- New[!] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

To [Deodorize] Sanitize Non-Food Contact Surfaces: Spray until thoroughly wet. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Alternate for Direct Application and Refill Bottle:

To Deodorize -and/or- [To] Sanitize Non-Food Contact Surfaces: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Claims:

- An effective non-food contact surface sanitizer for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Antibacterial [Formula]
- Cleans -or- shines -or- sanitizes washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home]
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Eliminates -or- Removes [kitchen] [bathroom] odors
- Kills [household] bacteria [and sanitizes without bleaching]
- Kills 99.9% of [household] bacteria [in 30 seconds] [in half a minute]
- Kills odor causing bacteria in the kitchen -or- bathroom
- [Now] Kills 99.9% of **any organism from List 1** [on hard, nonporous surfaces] [in 30 seconds] [in half a minute]
- One step cleaning and sanitizing
- Sanitizer [for Household Use]
- Sanitizes [kitchen] [household] [bathroom] [surfaces] [in 30 seconds] [in half a minute]
- This product is a sanitizer for hard and nonporous, non-food contact area surfaces according to the method for Sanitizers – Non-Food Contact Surfaces, modified in the presence of 5% organic serum, [in 30 seconds] [in half a minute] against: **any organism from List 1**

Organisms: (List 1)	[ATCC and/or Strain number]
Enterobacter aerogenes	[ATCC 13048]
Escherichia coli O157:H7 [(E. coli)]	[ATCC 35150]
Salmonella enterica tested as Salmonella choleraesuis [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Streptococcus pyogenes [(Strep)]	[ATCC 19615]
[Vancomycin Resistant] Enterococcus faecalis [(VRE)]	[ATCC 51299]

Use Sites:

See Table 1

Alternate Instructions to Sanitize and Disinfect:

Turn nozzle to “on” and spray 6–8 inches from surface. Spray until thoroughly wet. **To [Deodorize and] Sanitize:** Let stand 30 seconds before wiping. **To Disinfect:** Let stand 10 minutes before wiping. [For Herpes simplex virus Type 2, Human Corona virus, Influenza A virus [Hong Kong virus], or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 seconds.]For heavily soiled areas, a precleaning is required.

Use On: Hard, nonporous surfaces such as glazed ceramic, sealed granite and glass. For surfaces that may come into contact with food, a potable water rinse is required. Do not use on glasses, dishes, or utensils.

DISINFECTION:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

To Disinfect: Spray until thoroughly wet. Let stand 10 minutes. [For Herpes simplex virus Type 2, Human Corona virus, Influenza A virus [Hong Kong], or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 seconds.] Then wipe. For heavily soiled areas, a precleaning is required.

All surfaces that come in contact with food must be rinsed with potable water. Do not use on glasses, dishes, or utensils.

Alternate for Direct Application and Refill Bottle:

To Disinfect: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. For heavily soiled areas, a precleaning is required.

Claims:

- An effective disinfectant for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Antibacterial [Formula]
- Antibacterial -or- Germicidal* Cleaning [on hard, nonporous surfaces] [for Kitchens -and/or- Bathrooms -or- All Over the House -or- Throughout the House]
- [Bacteria -and/or- virus†]-fighting -or- germ* fighting [formula]
- Cleaner and disinfectant in one
- Cleans and disinfects [all over the house] [everywhere] [on hard, nonporous surfaces]
- Disinfectant [for Household Use]
- Disinfects [Germs*]
- Disinfect[s] the -or- your **list any Table 1 use site/surface** [this season] [this flu** season]
- Disinfects [washable] kitchen surfaces including killing [99.9% of] germs* -and/or- bacteria -and/or- viruses† -and/or- fungi
- Easily clean and disinfect
- Fight[s] -or- reduce[s] the spread of germs* on hard, nonporous surfaces
- Fungicidal -or- Antifungal
- Germicidal* formula
- Kills [99.9% of] [common] [household] germs* [in seconds]
- Kills 99.9% of Bacteria & Viruses†
- Kills [99.9% of] Germs*
- Kills [99.9% of] [kitchen] [bathroom] bacteria [in seconds]
- Kills [99.9% of] **any organism in List 2**
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- fight[s] [99.9% of] [the] Avian Influenza A virus on precleaned environmental surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [common] [**list any Table 1 use site/surface**] [bacteria -and/or- viruses†] -or- germs*
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [[commonly] found in -or- on [the] [**list any Table 1 use site/surface**]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [commonly] found on [the] [**list any Table 1 use site/surfaces**] surfaces your kids -and/or- pets [may] touch every day
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [the] [**list any Table 1 use site/surface**] [from] [99.9% of] [common] [household] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [this season] [this flu season**]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [common] [household] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [on] [from] [your] [children's] toys
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] **list any organism** [[commonly] found in -or- on [the] [**list any Table 1 use site/surface**]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] flu [influenza] virus [[commonly] found in -or- on [the] **list any Table 1 use site/surface**]
- Kills certain viruses† [in 30 seconds] [in half a minute]
- Kills Cold and Flu viruses [in 30 seconds]^
- Kills [E. Coli]^^^ [Salmonella]^^^^ [kitchen germs*]
- Kills Flu Virus**
- Kills [household] bacteria -or- germs* -or- viruses† on washable kitchen -and/or- [bathroom] [household surfaces -and/or- fixtures] [throughout the home]
- Kills Influenza A virus [Hong Kong] [, the virus that causes the common flu] [in 30 seconds] [in half a minute]
- Kills Staph and Salmonella^
- [Now] kills [most] [household] bacteria -or- germs* -or- viruses† [while it cleans] [tough] [everyday] [kitchen] [bathroom] [household] [messes]

Note to Reviewer: See Organisms List 2 for Viruses qualifier (†)

*Staphylococcus aureus, Salmonella enterica, Influenza A virus [(Hong Kong)] and **insert any organism from organism list**

^Staphylococcus aureus and Salmonella enterica

^^Human Coronavirus and Influenza A virus

^^^Escherichia coli [(E. coli)]

^^^^ Salmonella enterica

DISINFECTION continued:

[Now -and/or- New[!] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- This product is a Broad Spectrum disinfectant, bactericidal according to the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungi Trichophyton mentagrophytes [(Athlete's Foot Fungus)] when used as directed for disinfection with a contact time of 10 minutes on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles
- Use in public -and/or- common places where bacteria -and/or- viruses [and other germs*] -or- germs* may be of concern [you are concerned about [[bacteria -and/or- viruses†] [and other germs*]] -or- germs*] [on hard, nonporous surfaces]
- Use in public -or- common places where bacteria may be of concern -or- you are concerned about bacteria [on hard, nonporous surfaces]
- Virucidal† -or- Antiviral†

Germicidal* against the following [organisms]: -or- [**This product**] kills the following [organisms]: -or- Disinfects against the following [organisms]:

Organisms: (List 2)	[ATCC and/or Strain number]
†Avian Influenza A [(H3N2)] Virus [(Avian Reassortant)] [Strain A/Washington/897/80 X A/ Mallard/New York/6750/78] [(Avian flu)]	[ATCC VR-2072]
Escherichia coli [(E. coli)]	[ATCC 11229]
*, †Herpes simplex virus Type 2	[Strain G, ATCC VR-734]
[Hospital-Acquired] Methicillin-resistant Staphylococcus aureus [(HA-MRSA)]	[ATCC 33592]
†Human Corona virus [(common cold virus)]	[(ATCC VR-740 [, Strain 229E)]
†Human Immunodeficiency Virus Type 1 [(HIV-1)]	
†, **Influenza A virus [Hong Kong] [(common flu virus)]	[ATCC VR-544]
Listeria monocytogenes [(Listeria)]	[ATCC 19117]
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Salmonella enterica tested as Salmonella choleraesuis [(Salmonella)]	[ATCC 10708]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Trichophyton mentagrophytes [(Athlete's Foot Fungus)]	[ATCC 9533]

[when used as directed] [for spray application]

Use Sites:
See Table 1

KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES/ OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS in healthcare settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/ BODY FLUIDS

PERSONAL PROTECTION: Clean-up should always be done wearing protective latex gloves, gowns, masks and eye protection.

CLEANING PROCEDURE: Blood and other body fluids containing HIV must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Leave surface wet for 30 seconds.

For all other organisms, see directions for required contact times.

DISPOSAL OF INFECTIOUS MATERIALS: Blood, body fluids, cleaning materials and clothing must be autoclaved and disposed of according to local regulations for infectious waste disposal.

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

****** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html***

Mildewstat:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following the [general] cleaning directions. Spray until thoroughly wet. Let stand 10 minutes. Then wipe. Reapply as new growth appears

Alternate for Direct Application and Refill Bottle:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following [general] cleaning directions. Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. Reapply as new growth appears..

- Inhibits -or- controls the growth of mold and mildew
- Prevents mold and mildew growth
- This product will effectively inhibit the growth of mildew and the odors caused by them when applied to hard, nonporous surfaces

- This product is mildewstatic and will effectively inhibit the growth of mildew and the odors caused by mildew when applied to hard, nonporous surfaces

Organisms:

Aspergillus brasiliensis ***tested as Aspergillus niger*** [(mildew)] [ATCC 16404], Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [ATCC 9533]

TABLE 1

Use Sites:

Airplanes	Dorms	Lavatories	Public facilities
Airports	Elevators	Laundry rooms	Public restrooms
Ambulances	Emergency vehicles	Living areas -or- rooms	[Public -or- Pay] telephone[s]
Automobiles	Factories	Lounges	[[phone] booths]
Basements	Family areas -or- rooms	Malls	Recreational centers -or- facilities
Bathroom -or- locker room facilities [surfaces]	Fast food restaurants	[Manufacturing] plants	[Rental] cars
Bathrooms	Garages	Markets	Rest stops
Bedrooms	Gas stations	Mass merchandisers, discount retailers -and/or- general merchandise store[s]	Restaurants
Boats	Grocery stores	Military installations	Restrooms
Bowling alleys	Gymnasiums	[Mobile] home[s]	School buses
Buses	Gyms	Motels	Schools
Butcher shops	Health clubs	Motor homes	Shelters
Cafeterias	Home centers	Mudrooms	Ships
Campers	Homes	Nurseries	Shops
Churches	Hotels	Offices	Subways
Children's [game] rooms	Households	Pet areas	Supermarkets
Convenience stores	[Institutional] laundromats	Pharmacies	Toolsheds
Correctional facilities	Institutions	Play areas -or- rooms	Trains
[Damp] storage areas	Kennels	Playground	Trolleys
Day care centers	Kid's -or- child's [play]room	[Police -and/or- fire] vehicles	Vacation homes
Dens	Kitchen[s] [surfaces]		Warehouse clubs
	Laboratories		

Surfaces: [For use on -or- Use this product on] [Washable] Hard, Nonporous [Household] Surfaces [throughout the house]:

Appliance exterior[s] [surfaces]	Dining room surfaces -and/or- tables -and/or- fast food restaurant tables	[Grocery] basket -or- cart handles	Plastic patio furniture -or- lawn chairs
[Bathroom] [kitchen] faucet[s] [handles]	[Door] [cabinet] [appliance] knobs	Gym equipment	Plastic shower curtains
Bathtubs	Door[s] [frames]	[Hard] plastic -or- vinyl	Playground equipment
Boats	Doorknobs	Highchairs (non-food contact areas)	Playpens
Bottom of pots and pans	Drain boards	[Kid's] play [structures] [equipment] [furniture] [tables]	Portable toilet exterior[s]
Burner trays	Drawer pulls	[Kitchen] appliance exteriors	Range hoods
Cabinets -or- cupboards	Dressing carts	Lamps	Recycling bins
Cages	Elevator buttons	Light switches [fixtures] [panels]	Refrigerator door handles
Car interiors	Baked enamel	Lockers	Refrigerator exterior[s] [surfaces]
Chairs	Exhaust fans	[Medicine] cabinets	RVs
[Children's] furniture	Fiberglass surfaces	Metal [blinds] [work benches]	Shelves and drawers
Chrome exterior[s] [surfaces of] urinals -and/or- toilets	[Filing] cabinets	Microwave exterior[s] [surfaces]	[Shower] doors
Closets	Finished -or- painted hardwood -or- [woodwork] [window sills]	Office machinery	Shower stalls -or- showers
[Clothes] [diaper] hampers	Fixtures	Office -or- bedroom -or- bedside furniture	Shower [walls]
Cooler exteriors	Floors [around toilets]	Outdoor grill exteriors	Signs
Countertops -or- counters	Freezer exterior	Outdoor -or- patio furniture	Sinks
Cribs	Garage surfaces	Oven doors	Sports equipment
Crystal (non-food contact areas)	Garbage cans	Pet areas -or- surfaces	Stainless steel
Desks	Glass	Piano keys	Staplers
[Diaper] changing tables -or- areas	Glass-topped furniture	Plastic laundry hampers [baskets]	Stereo consoles
Diaper pails	Glazed porcelain [tiling -or- tile]		Stovetops -or- stoves
[Dining] [fast food] [kitchen] [picnic] [play] [restaurant] [tray] tables	[Grocery store] carts		Synthetic marble
			Tables
			[Tiled] walls

TABLE 1

Surfaces continued:

Tires	Toy boxes -or- storage bins	Vehicles	Washable kitchen surfaces
Toilet -and/or- urinal exterior[s] [surfaces]	Trailers	Vending machine surfaces	[Washable] walls
Toilet seats	[Training] toilets	[Vinyl] linoleum	Wastebaskets
[Toilet] [toilet flush] [telephone] [dishwasher] [cabinet] [door] handles	Trash cans	[Vinyl] wallpaper	Windows
Tools	Trash compactors	[Washers -or- dryers] [washing machine[s]] [exterior[s]]	Windshields
	Tubs [and] -or- glazed [ceramic] tile	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile]	
	Vanity tops		

TABLE 2

Soils:

[Automotive] [splattered] grease	Dirt	Heel marks	Pet stains
Bathtub ring	Fingerprints	Juice stains	Smudges
Beverage stains	Food [-or- greasy -or- oily] spills	Mud	Soap scum
Cosmetics	[-or- splatters -or- messes]	[Outdoor] grime	Sticky food messes [-or- spills]
Crayon and pencil [marks]	Food stains	Pen -or- ink [marks]	Wine stains